

## WHAT IS CLAIMED IS:

1. An automated advertising system for placing a customized advertisement on a television-network based system using an internet to generate said customized  
5 advertisement, the system comprising:

an automated advertising server, including a web-based advertising database for providing a plurality of advertising categories, templates, and data fields on an internet display for an online  
10 internet user to select from and input information relating to said customized advertisement;

a payment system for providing billing costs based on advertising selections made by said online internet user and for receiving billing information  
15 for payment of said customized advertisement;

a network interface for providing said customized advertisement to a programming center for scheduling said customized advertisement for display on said television based-network system;  
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a cable broadcasting office for providing said customized advertisement to a site distribution for airing said customized advertisement at a scheduled air time.

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2. A method of generating a customized advertisement on a television-based network system comprising the steps of:

providing access to a web-based advertising  
30 database to an on-line user;

providing a plurality of advertising categories on an internet display for said user to select a respective advertising category from, said respective advertising category relating to a  
5 subject matter of said customized advertisement;  
providing at least one advertising template on said internet display for said user to select from for generating said customized advertisement;  
providing data fields on said internet display  
10 for said user to input information relating to said customized advertisement;  
configuring said information from said data fields to conform with said advertisement template for generating said customized advertisement; and  
15 displaying said customized advertisement on said television-based network system.

3. The method of claim 2 wherein said television-based network system comprises a cable-based network  
20 system.

4. The method of claim 2 wherein said displaying said customized advertisement is displayed on a dedicated channel.  
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5. The method of claim 2 wherein said displaying said customized advertisement is displayed on a channel lineup listing.

6. The method of claim 2 wherein said internet display comprises a website.

7. The method of claim 2 wherein said advertising  
5 categories are selected from the group comprising cars, trucks, real estate, employment, garage sales, recreation, general merchandise, events, announcements, and service/repair.

10 8. The method of claim 2 wherein said data fields comprise text data fields for providing descriptive information relating to said customized advertisement.

9. The method of claim 2 wherein said data fields  
15 comprise a photograph data field for providing an image file relating to said customized advertisement.

10. The method of claim 2 wherein said data fields  
20 comprise scheduling data fields for selecting a duration for displaying said customized advertisement.

11. The method of claim 2 wherein said data fields  
comprise payment data fields for providing payment  
information for displaying said customized  
25 advertisement.